



*In today's challenging and increasingly competitive global marketplace, the expectations, value perceptions and experiences of each and every customer are central to business success. With such a vast array of information and options readily available, companies must make every effort to understand, serve and surpass the needs of their customers. Creating a customer experience that distinguishes your business from the competition is now more important than ever.*

Alvarez & Marsal's Customer Solutions professionals understand the importance of building and maintaining productive, lasting and profitable relationships with customers. We offer tangible solutions to help your sales, service and marketing organizations increase revenue, lower operating costs and improve customer satisfaction.

### THE A&M ADVANTAGE

Alvarez & Marsal (A&M), a leading independent global professional services firm, provides an entirely distinctive approach to working with clients – a program we call *Rapid Results*. It is an action- and results-oriented approach honed from an operational heritage spanning 25 years that drives and accelerates profitable growth and performance improvement for immediate impact.

A&M's Customer Solutions professionals offer tailored, implementation-ready solutions based on the distinct demands of each client situation. Our industry expertise enables us to bring speed to execution, especially to challenges in which the timing of results is critical. For both large and mid-size companies, A&M delivers fast, measurable and sustainable change.

### OUR SERVICES

A&M guides companies in the transformation of their strategy for customer experience management, helping them optimize performance by improving the effectiveness of their customer-facing teams.

#### Customer Experience Strategy

A&M aligns people, process and technology across all customer-facing areas to build powerful, multi-channel experiences– from acquisition through to serving, retaining, growing and re-engaging the right customers – based on customer value.

#### Sales Force Productivity and Effectiveness

A&M addresses and provides a comprehensive review of the sales components of channels, coverage, process and methods used to attract and acquire customers, while evaluating

the metrics, compensation programs and training that drive sales staff performance. We streamline processes, create distinct customer segments, define and manage sales channels, and develop predictable revenue and opportunity streams.

#### Marketing Process Effectiveness

A&M takes a clear, data-driven approach to develop a solid understanding of the customer that can be used to define market segments, evaluate campaign effectiveness and measure customer loyalty. We enable clients to prioritize their overall marketing objectives and effectively leverage sales teams to meet those goals.

#### Customer Service Evaluation

A&M provides the strategy and tools to assess the quality of your service and the channels through which you interact to attract and retain valued customers, using data accessibility at the point of customer interaction and understanding where a client stands in serving their customers.

#### Organizational Alignment, Process Infrastructure and Information Technology

A&M focuses on optimizing your existing CRM and other customer-related technology implementations. By defining the processes and aligning the organization around an existing or planned CRM implementation, A&M will help you develop and realize the benefits of clear, well-documented technology architecture, integration strategy, enterprise data management strategy, operational reporting and analytics strategy, and an enterprise CRM vision (integrated platform).



*Creating a customer experience that distinguishes your business from the competition and sets new standards of excellence is critical to success.*

*A&M's Rapid Results Program implements strategies that meet and exceed customer needs.*

## OUR APPROACH

With a complete understanding of your business model, A&M professionals identify customers' preferred means of interaction, develop action-oriented plans for improvement and create performance measures to gauge success.

### Corporate Mission and Objectives

Customer Objectives Alignment and Realization	Customer Relationship Strategy	Organization, Process, and Technology Transformation	Results Management
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### Organization and Partner Alignment

<ul style="list-style-type: none"><li>• Market Analysis</li><li>• Revenue Assurance &amp; Leakage</li><li>• Customer Retention</li><li>• Customer Satisfaction</li><li>• Cost of Sales</li><li>• Partner Relationship Management</li><li>• Price Management</li></ul>	<ul style="list-style-type: none"><li>• Customer Segmentation</li><li>• Channel Optimization</li><li>• Customer Loyalty</li><li>• Campaign Management</li><li>• Customer Service Strategies</li></ul>	<ul style="list-style-type: none"><li>• Marketing Automation</li><li>• Sales Force Effectiveness</li><li>• Call Center Performance Optimization</li><li>• Transformational Program Management</li><li>• Workforce Sourcing Strategies</li></ul>	<ul style="list-style-type: none"><li>• Sales Productivity</li><li>• Contact Center Effectiveness</li><li>• Marketing Effectiveness</li><li>• Voice of the Customer Feedback</li><li>• Benchmarking</li><li>• Customer Satisfaction</li></ul>
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## SUCCESS STORIES

### Solid Waste Collection and Disposal Company

One of the largest waste management companies in the U.S. had consolidated its credit and collections operations. Dissatisfied with the results, the company looked to A&M to conduct an independent process review. A&M identified several potential operational improvements to create a new operating model, evaluated the customer experience and provided an implementation roadmap.

As a result of A&M's efforts, the company experienced a decrease in collections-related expenses and lowered its past due receivables and bad debt, so that Days Sales Outstanding (DSO) was reduced by several days, saving the company millions of dollars and ultimately increasing customer satisfaction and retention.

### Aviation Support Service Provider

A leading worldwide provider of aviation support service was experiencing declines in customer satisfaction and employee morale after more than a decade of growth. The company hired A&M to map the customer experience, and to design and implement a business model that optimized the experience and reduced operating costs.

As a result of A&M's efforts, a new support services model that created trip ownership and emphasized quality control was designed and implemented. Initial customer feedback was extremely positive and the client noted improvements in key metrics, including a 50 percent reduction in call volume and increased employee satisfaction.

### Same Day Delivery and Courier Company

The largest U.S. same day delivery and courier company operating in more than 140 cities with \$420 million in revenue acquired a competitor company. The company looked to A&M to manage post-merger integration activities and realize synergies. A&M professionals assisted with elements of business operations, from route optimization to the conversion of information technology systems to single platform.

As a result of A&M's efforts, a high level of customer service was maintained throughout the integration. Despite a complete route optimization that reduced the number of drivers, billing and collections processes, customer service remained consistent and, most importantly, the company did not experience customer disconnect due to integration issues. Additionally, A&M helped save the company \$3 million and reductions in aged receivables are being achieved.

## ABOUT ALVAREZ & MARSAL

Since 1983, Alvarez & Marsal has set the standard for working with organizations to solve complex problems, boost operating performance and maximize value for stakeholders. A leading independent global professional services firm, A&M draws on its deep operational and turnaround heritage to help companies across the industry spectrum improve operating and financial performance, and to navigate business, litigation and tax matters with speed, responsiveness and unmatched quality.

Whether serving as business advisers or in interim management roles during periods of change or transition, A&M stands for leadership, problem-solving and value creation. A&M clients range from multinational to middle-market companies around the world that are both publicly held and privately owned. With a bias toward action, implementation and results, Alvarez & Marsal professionals serve large and mid-cap private equity firms, company management and boards and other stakeholders aiming to drive sustainable results up and down the balance sheet.

A founder of the modern day restructuring industry, Alvarez & Marsal has been honored numerous times by the Turnaround Management Association and has been recognized as one of the Best Firms to Work For by *Consulting* magazine.

For more information, visit [www.alvarezandmarsal.com](http://www.alvarezandmarsal.com)



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